

1. A magnetic recording medium, comprising:

a non-magnetic substrate,

a B2-structured ruthenium-aluminum-containing underlayer comprising a

(200) crystallographic orientation; and

a magnetic layer comprising a Co(11.0) crystallographic orientation.

2. The magnetic recording medium of claim 1, wherein the non-magnetic substrate is mechanically textured and OR-Mrt is more than about 1.05.

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- 3. The magnetic recording medium of claim 1, wherein the ruthenium-aluminum-containing underlayer comprises Ru Al and Ru is in a range from about 45 to about 51.5 atomic percent.
- 15 4. The magnetic recording medium of claim 1, further comprising an oxidized NiP film on the non-magnetic substrate, wherein the non-magnetic substrate is non-metallic.
- 5. The magnetic recording medium of claim 1, wherein the non-magnetic substrate is an Al-alloy substrate comprising electrolessly plated NiP, wherein the surface of the NiP film is oxidized.

Docket No. 146712002800 SEA 3018

6. The magnetic recording medium of claim 1, further comprising a chromium-containing second underlayer disposed between the ruthenium-aluminum-containing underlayer and the magnetic layer.

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7. The magnetic recording medium of claim 4, wherein the oxidized NiP film comprises a phosphorus content in a range of about 12 to about 50 atomic percent and an oxygen content in a range of about 0.5 to about 50 atomic percent in the top 50Å of the oxidized NiP film.

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8. The magnetic recording medium of claim 7, wherein the oxidized NiP film has a thickness of about 50-200,000Å.

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9. The magnetic recording medium of claim 1, wherein the magnetic layer comprises an alloy material selected from the group consisting of CoCrPtB, CoCrPtBTa, CoCrPtBTaNb, CoCrPt, CoCrNi, CoCrPtTa, CoCrPtTaNb, and CoCrTa.

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10. The magnetic recording medium of claim 1, wherein the ruthenium-aluminum-containing underlayer has a thickness of about 50-800 Å.

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11. A method of making a magnetic recording medium comprising:

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providing a non-magnetic substrate;

depositing a B-2 structured ruthenium-aluminum-containing underlayer comprising a (200) crystallographic orientation on the non-magnetic substrate; and depositing a magnetic layer comprising a Co(11.0) crystallographic orientation on the B-2 structured ruthenium-aluminum-containing underlayer.

- 12. The method of claim 11, wherein the ruthenium-aluminum underlayer comprises from about 45 to about 51.5 atomic percent ruthenium.
- 13. The method of claim 11, further comprising depositing a chromium-containing second underlayer between the RuAl-containing underlayer and the magnetic layer.
- 14. The method of claim 11, further comprising depositing a CoCrcontaining intermediate layer between the RuAl-containing underlayer and the
  magnetic layer
- 15. The method of claim 11, wherein the magnetic layer comprises an alloy material selected from the group consisting of CoCrPtB, CoCrPtBTa,

  CoCrPtBTaNb, CoCrPt, CoCrNi, CoCrPtTa, CoCrPtTaNb, and CoCrTa.

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16. The method of claim 11, wherein the ruthenium-aluminum-containing underlayer has a thickness of about 50Å to about 800Å.

17. The method of claim 11/ further comprising sputter-depositing an oxidized NiP layer on the non-magnetic substrate.

18. The method of claim 11, further comprising electroless plating of the non-magnetic substrate with a NP layer, then oxidizing and mechanical texturing the surface of the NiP layer, wherein the non-magnetic substrate is an Al-alloy substrate.

19. The method of claim 17, wherein the oxidized NiP layer comprises a phosphorous content of from about 12 at.% to about 50 at.%, and an oxygen content of from about 0.5 at.% to about 50 at.% in the top 50Å of the oxidized NiP layer.

20. A magnetic recording medium comprising:

a magnetic layer; and

means for promoting a Co(11.9) crystallographic orientation in the magnetic

layer.